

CONTENT STRATEGY DISCOVERY

Your "Why"

What is your overarching goal?
Your deeper purpose?
What drives your energy and passion?

Positioning Statement

How do you fit into the landscape of suppliers? Who are you?
Who is your target audience?
How are you unique?

Slogan

Communicate your position in a way that connects with your audience.

Authority Themes

1.	2.	3.	4.
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Targeted Content

1.	2.	3.	4.
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Topic Ideas